



## **LIBRARY BOARD MINUTES**

**September 11, 2013**

**BOARD PRESENT:** Amir, Brodsky, Brooks, Christman, Cotter, Dickerson, Lewis, Neuman, Ram, Reedy, Watts

**STAFF PRESENT:** B. Parker Hamilton, Director, MCPL; Regina Holyfield, Recording Secretary; Carol Legarreta, Public Services Administrator for Branch Operations; Eric Horwitz, Outreach; Stephen Mayeaux, Outreach; Adrienne Miles, Outreach

**GUESTS:** Pam Hosimer (Chair, Damascus LAC), Tanner Wray, Director of College Libraries and Information Services, Montgomery College; Ralph Hitchens (Chair, Poolesville LAC)

The Library Board meeting was convened by Chair Lewis at 7:10 p.m.

### **INTRODUCTIONS:**

Board Members, staff and guests were introduced.

Due to term limits, Dr. Lois Neuman will be leaving the Board. Dr. Neuman expressed her pleasure at having served on the Board and her gratitude to her fellow Board members. She was presented a Poolesville t-shirt and bookmark from the Poolesville LAC by Ralph Hitchens.

### **APPROVAL OF PREVIOUS MINUTES:**

Minutes from the July 17, 2013 meeting were approved.

### **APPROVAL OF LAC APPLICATIONS:**

The LAC applications were approved. It was noted that the applicants should be encouraged to complete the application fully including the “tell us about yourself” section.

### **OUTREACH PRESENTATION:**

MCPL has always conducted outreach, but never as a formal service. Over the past years, it became apparent there was a need for direct outreach. Montgomery County has a very diverse and growing population. Our residents need to know what we do and how we do it, and the materials and services offered by MCPL. As we began building back, Director Hamilton thought strategically about how to institutionalize outreach.

As a result of thoughtful planning, six outreach staff was hired last fall. Five are based in Tier One branches (Bethesda, Germantown, Quince Orchard, Rockville Memorial and Wheaton) and the other is at Long Branch. The five who are located in the Tier One branches serve other branches in the system. The Outreach staff is out in the community sharing what MCPL has to offer and bringing back information about what is needed that MCPL does not offer. They are expanding MCPL's presence in the communities beyond our walls. As a part of the Marketing Committee, the Outreach Team provides valuable feedback. Montgomery County Public Libraries appears to be the only library system in the state of Maryland that has outreach as a formal service.

Examples of Outreach staff work load:

- Providing training on e-readers, computers, navigating MCPL's website and libguides, and finding materials.
- Serving community organizations, faith based organizations and daycares.
- Presenting our message to County groups and at county-wide events such as Homeless Resource Day; health fairs; and community, cultural, educational and topical events.

Residents and organizations will soon have the opportunity to request Outreach staff's attendance at various functions via a form which can be accessed through the website. Annie Dash, branch manager at Poolesville Library, oversees the Outreach team; she will receive the submissions and assign the team members. Ms. Dash comes to MCPL via NASA and Howard County, and has experience with serving teens and outreach. We are excited that she is part of this organization.

Question: What is the measure of success?

Answer: An evaluation process has been developed that will determine the success of programs, visits and presentations from MCPL's and residents' perspectives.

Stephen Mayeaux (Long Branch); Eric Horwitz (Germantown); and Adrienne Miles (Rockville Memorial) shared some of their day to day activities.

The Outreach team is developing a calendar of annual events. They have compiled a list of contacts. Their work is driven by a work plan which ties into the Department's strategic plan. As with all other units, the conversation with the Director is ongoing. They are in contact with the directors of the Regional Services Centers and the Office of Community Partnerships.

How can the Library Board collaborate with the Outreach team?

- Thanksgiving Day Parade – held annually in Silver Spring.
- Celebrate Damascus Day Parade
- Train Day
- Poolesville Days
- Kensington's Labor Day parade
- The Library Board can pull together ideas and attend a Marketing Committee meeting

Carol Legarreta will send the goals and objectives for Outreach staff to the Library Board.

## **DIRECTOR'S REPORT:**

- Director Hamilton welcomed Tanner Wray to the Library Board meetings. Mr. Wray will be bringing the voice of Montgomery College Libraries to the table. MCPL does a lot of

work with Montgomery College. A request has been made to the Committee Evaluation and Review Board (CERB) to have a representative of Montgomery College Libraries as an ex-officio member to the Library Board.

- October 14 is Staff Development and Training Day. It will be held at the Silver Spring Civic Building. An email invitation has been sent to all Board members.
- September is National Library Card Signup Month. Staff and customers are being asked to submit pictures with their library cards. These will be posted on MCPL's Facebook and sent out via Twitter.
- Twinbrook Library is going to close for a week to be recarpeted and have some minor changes made in the building.
  - The County is replacing MCPL's public computers. Arrangements are being made to have the public PCs at Twinbrook replaced during the week it is closed.
- Plans are being made for the reopening of Gaithersburg and Olney libraries. No opening dates have been determined. County Executive Leggett would like the grand opening ceremonies to be on Saturdays.
- The discarding of books has put Fairfax County Public Library in the news recently. Councilmember Nancy Floreen's office inquired as to how MCPL discards unused/damaged books.
  - Talking points, drafted by Ari Brooks, Carol Legarreta and Regina Holyfield, stated that the majority of our discarded books go to the Friends of the Library book stores; some damaged books are sent to the Correctional Facility to be repaired; and books that are beyond repair are recycled through waste management. Some books, like those containing mold, cannot be recycled.

## **CHAIR'S REPORT:**

- Board Committees
  - LAC and Board Activities Committee – It seemed clear that all Board members felt this is a viable committee.
  - Determine if there is still a need for the Legislative and Public Affairs Committee.
  - Is there a need for an Outreach Committee or maybe a combination of both outreach and public affairs?
  - It was determined that there is a need for an Outreach Committee. It was also decided that the Legislative and Public Affairs Committee will be replaced by a Legislative Coordinator.
  - The responsibilities of the Legislative Coordinator will include scheduling Council visits and Council tours; ensuring the Library Board is represented at public forums and hearings; and creating and disseminating talking points.
  - Jeanette Cotter will head the Outreach Committee; Art Brodsky will be the Legislative Coordinator/Liaison; and Robyn Watts will lead the LAC and Board Activities Committee (shadowed by Sri Ram).
  - Board members should send an email to Jill Lewis regarding the committee on which they would like to serve.
- Meetings with each individual Board member, the Chair, Vice Chair and MCPL Director are being scheduled.
- An annual calendar will be developed that lists all Board and LAC activities. This calendar will be shared with the Outreach staff.
  - Carol Legarreta will send the names of the Outreach Team and their respective areas of support to the Board.

- If Board members would like to request an Outreach Team member attend an event, please email Annie Dash and copy Carol Legarreta.
- Work Plan
  - It was moved, seconded and voted by the Board that the work plan be approved with the editorial additions related to the committees added by the Chair.
  - The finalized work plan will be sent to Director Hamilton.
- Toolkit
  - Comments regarding the toolkit should be sent to Chair Lewis by the end of next week.
  - It was moved, seconded and voted by the Board that the content and concept of the toolkit be approved as written with minor editorial comments.
  - Once the approved toolkit has been disseminated, the Board liaisons will contact the branch managers and LAC chairs letting them know about the document. The liaisons should ask to have time on the October or November LAC agendas to present it.
  - The toolkit was a great joint effort.
- The Maryland Library Trustees and Citizens for Maryland Libraries Annual Conference is scheduled for November 16, 2013 at Howard County Library. Board members are encouraged to attend.
- The deadline to apply for vacant positions on the Library Board is September 18. Please let Chair Lewis know if you are interested in being on the Interview Committee.
- Liaisons
  - Jeanette Cotter will be the liaison to Germantown LAC
  - Kim Persaud is the liaison for Potomac LAC
  - The liaison for Poolesville LAC will be determined at the October meeting.

#### **VICE CHAIR'S REPORT:**

- Snapshot Day is October 9. Liaisons were asked to remind their LACs and talk to them about volunteering or lining up volunteers for that day.
  - Board members are encouraged to volunteer at the Snapshot Day events.

#### **WHEATON RECREATION CENTER AND LIBRARY:**

- The County is working on a combined facility that will house the Wheaton Library and a recreation center.
- The Historic Preservation Commission voted unanimously to recommend that the current recreation center, which was built in the 1960s, be designated as a historic site. The recommendation will go to the Planning Board, which will hold a hearing mid October.
- Art Brodsky presented a draft resolution\* recommending opposing the designation of the recreation center as a historic site. The concern is that the designation will delay or deter the planning and building of the combined facility.
- After discussion, it was moved that the Board accept the concept of the resolution and tweak the language electronically. This motion was withdrawn.
- It was moved and seconded that the text of the resolution be sent to all Board members via email. The members will have two weeks in which to review the draft resolution and background information and submit their votes on the recommendation by email.

- Art Brodsky will forward all background information, including minutes and notes from the charrettes, to Board members.
- Anyone with concerns or questions may email Art Brodsky or Kim Persaud.

*\*Proposed resolution for Library Board meeting Sept. 11:*

*Whereas the Wheaton Youth Center is being evaluated for potential historic designation by the Historic Preservation Commission with future evaluations by the Planning Board and County Council, and*

*Whereas such designation could result in the termination of the joint Wheaton Library-Rec Center redevelopment project, which would deprive Wheaton residents of needed services and facilities, therefore, be it resolved by the Montgomery County Library Board:*

*1. While the Library Board appreciates the contributions to architecture made by the Youth Center, the project that would replace it carries far more value to the Wheaton community than do the aging Youth Center and Wheaton Library;*

*2. The Board suggests that it would be appropriate to incorporate into the new joint building design elements from the Youth Center or, at a minimum, an exhibit, model or photographs depicting the history and contributions of the building.*

**PUBLIC COMMENT:**

None

**ADJOURNMENT:**

The meeting was adjourned at 9:05 p.m.

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B. Parker Hamilton, Director